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Fred C.
Gloeckner
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Incorporated

15 East 26th St., New York 10, N. Y.



1951 Preliminary Offering of
CHRYSANTHEMUMS

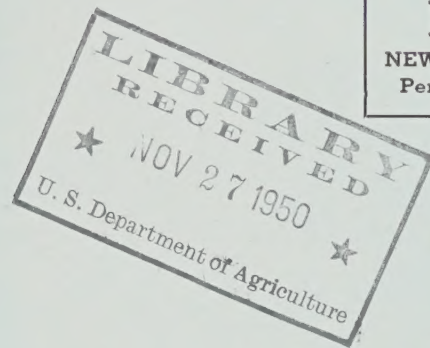
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CHRYSANTHEMUM CUTTINGS

*Preliminary offering of available varieties
for 1951 delivery*

Our more Complete CHRYSANTHEMUM MANUAL
will be mailed to you as soon as possible

LARGE FLOWERING VARIETIES

YELLOW						WHITE					
	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100		Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Gold Lode	Oct. 15	\$2.50	\$4.75	\$4.50	\$4.25	Silver Sheen	Oct. 20	\$2.50	\$4.75	\$4.50	\$4.25
Mrs. Kidder	Oct. 20	2.50	4.75	4.50	4.25	Ambassador	Oct. 25	3.00	5.70	5.40	5.10
Smith's Superlative	Oct. 25	3.00	5.70	5.40	5.10	Albatross	Nov. 1	3.00	5.70	5.40	5.10
Yellow Ambassador	Oct. 25	3.00	5.70	5.40	5.10	Betsy Ross	Nov. 1	2.75	5.20	4.95	4.65
Yellow Bergen	Oct. 25	3.00	5.70	5.40	5.10	Indianapolis White	Nov. 8	2.75	5.20	4.95	4.65
Blazing Gold	Oct. 25	3.00	5.70	5.40	5.10	Jean Elizabeth	Nov. 10	3.00	5.70	5.40	5.10
Sunglow	Oct. 25	2.75	5.20	4.95	4.65	White Pockett	Nov. 10	3.00	5.70	5.40	5.10
Golden Glory	Nov. 1	3.00	5.70	5.40	5.10	Monument	Nov. 15	2.75	5.20	4.95	4.65
Good News	Nov. 5	3.00	5.70	5.40	5.10	Marketeer	Nov. 18	2.75	5.20	4.95	4.65
Indianapolis Yellow	Nov. 8	2.75	5.20	4.95	4.65	Sterling	Nov. 18	4.00	7.60	7.20	6.80
Yellow Queen	Nov. 10	3.00	5.70	5.40	5.10	Mefo	Nov. 20	3.00	5.70	5.40	5.10
Jamboree	Nov. 10	5.00	9.50	9.00	8.50	Chattanooga	Nov. 25	2.50	4.75	4.50	4.25
Yellow Pockett	Nov. 10	3.00	5.70	5.40	5.10	White Frick	Nov. 25	2.75	5.20	4.95	4.65
Yellow Monument	Nov. 15	2.75	5.20	4.95	4.65	December Glory	Dec. 1	2.75	5.20	4.95	4.65
Honey Dew	Nov. 15	3.00	5.70	5.40	5.10	Margaret Moeller	Dec. 5	2.75	5.20	4.95	4.65
Friendly Rival	Nov. 20	2.75	5.20	4.95	4.65	Snowline	Dec. 10	5.00	9.50	9.00	8.50
Yellow Mefo	Nov. 20	3.00	5.70	5.40	5.10	White Mistletoe	Dec. 10	3.00	5.70	5.40	5.10
Purdue	Nov. 20	4.00	7.60	7.20	6.80	Smith's Late White	Dec. 15	3.00	5.70	5.40	5.10
Harvester	Nov. 23	3.00	5.70	5.40	5.10						
Marie De Petris	Nov. 23	2.75	5.20	4.95	4.65						
Yellow Chattanooga	Nov. 25	2.75	5.20	4.95	4.65						
Golden Pearson	Nov. 25	2.50	4.75	4.50	4.25						
Sungold	Nov. 25	2.75	5.20	4.95	4.65						
Golden Mrs. Ross	Dec. 3	2.50	4.75	4.50	4.25						
Golden Mistletoe	Dec. 10	3.00	5.70	5.40	5.10						
Tobin's Yellow	Dec. 15	3.00	5.70	5.40	5.10						
Meteore	Dec. 15	3.00	5.70	5.40	5.10						
PINK						BRONZE AND RED					
Early October	Oct. 10	\$3.00	\$5.70	\$5.40	\$5.10	Hilda Bergen	Oct. 25	\$3.00	\$5.70	\$5.40	\$5.10
Pink Chief	Oct. 15	2.75	5.20	4.95	4.65	Glitters	Oct. 28	3.00	5.70	5.40	5.10
Sugar Plum	Nov. 1	5.00	9.50	9.00	8.50	Ivanhoe	Nov. 1	3.00	5.70	5.40	5.10
J. W. Prince	Nov. 5	2.75	5.20	4.95	4.65	Apricot Queen	Nov. 1	3.00	5.70	5.40	5.10
Indianapolis Pink	Nov. 8	2.75	5.20	4.95	4.65	Detroit News	Nov. 5	3.00	5.70	5.40	5.10
Dark Orchid Queen	Nov. 10	3.00	5.70	5.40	5.10	Indianapolis Bronze	Nov. 8	2.75	5.20	4.95	4.65
Orchid Queen	Nov. 10	3.00	5.70	5.40	5.10	Anaconda	Nov. 10	2.75	5.20	4.95	4.65
Pink Pockett	Nov. 10	3.00	5.70	5.40	5.10	Copperhead	Nov. 10	5.00	9.50	9.00	8.50
Helen Frick	Nov. 23	2.75	5.20	4.95	4.65	Oakdale	Nov. 10	5.00	9.50	9.00	8.50
Thanksgiving Pink	Nov. 23	2.75	5.20	4.95	4.65	Mrs. Roy	Nov. 15	3.00	5.70	5.40	5.10
Edwin Seidewitz	Nov. 25	2.75	5.20	4.95	4.65	Garnet King	Nov. 15	3.00	5.70	5.40	5.10
Pink Mistletoe	Dec. 10	3.00	5.70	5.40	5.10	Gladys Pearson	Nov. 25	2.50	4.75	4.50	4.25
						Oak Leaf	Nov. 25	2.50	4.75	4.50	4.25
						Muto's Crimson	Dec. 5	4.00	7.60	7.20	6.80
						Bronze Mistletoe	Dec. 10	3.00	5.70	5.40	5.10

Minimum Order 50 Cuttings of a Variety. See List on Page 8 for Quantity Prices

Fred C. Gloeckner & Co., Inc., gives no warranty, express or implied, as to the productiveness of any seeds, bulbs or plants it sells and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price.

Fred C.
Gloeckner
&
Company,
Incorporated

15 EAST 26th STREET
At Madison Square
NEW YORK 10, N. Y.

Preliminary Offering

POMPON AND DECORATIVE VARIETIES

YELLOW

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Golden Herald	Oct. 25	\$2.75	\$5.20	\$4.95	\$4.65
Gold Coast	Oct. 25	2.50	4.75	4.50	4.25
Yellow Dot	Oct. 25	2.75	5.20	4.95	4.65
Yellow Arcadia	Oct. 28	2.75	5.20	4.95	4.65
Mary L. Hall	Nov. 1	2.50	4.75	4.50	4.25
Yellow Doty	Nov. 1	2.75	5.20	4.95	4.65
Yellow Sea Gull	Nov. 1	2.75	5.20	4.95	4.65
Barcarole	Nov. 5	2.75	5.20	4.95	4.65
Crescendo	Nov. 5	5.00	9.50	9.00	8.50
Constellation	Nov. 5	3.00	5.70	5.40	5.10
Nuggets	Nov. 5	2.25	4.25	4.00	3.80
Yellow Cassandra	Nov. 5	4.00	7.60	7.20	6.80
Indagold	Nov. 7	3.50	6.65	6.30	5.95
Golden Chord	Nov. 10	4.00	7.60	7.20	6.80
Princeton	Nov. 15	3.00	5.70	5.40	5.10
Forty-niner	Nov. 15	4.00	7.60	7.20	6.80
Yellow Fellow	Nov. 15	2.75	5.20	4.95	4.65
Illini Brave	Nov. 16	4.00	7.60	7.20	6.80
Klondike	Nov. 20	5.00	9.50	9.00	8.50
Lollipop	Nov. 20	5.00	9.50	9.00	8.50
Trophy	Nov. 23	4.00	7.60	7.20	6.80
Illini Gold	Nov. 25	3.00	5.70	5.40	5.10
Goldsmith	Nov. 25	3.00	5.70	5.40	5.10
Sunnyside	Nov. 25	2.75	5.20	4.95	4.65
Yellow Cordova	Nov. 30	2.75	5.20	4.95	4.65
Nosegay	Dec. 1	5.00	9.50	9.00	8.50
Golden Harvest	Dec. 1	4.00	7.60	7.20	6.80
Brandywine	Dec. 5	5.00	9.50	9.00	8.50
Symmetry	Dec. 5	5.00	9.50	9.00	8.50
Omega	Dec. 5	3.00	5.70	5.40	5.10
Yellow Cameo	Dec. 5	2.75	5.20	4.95	4.65
Yellow Riviera	Dec. 10	4.00	7.60	7.20	6.80
Sequin	Dec. 15	5.00	9.50	9.00	8.50
Shamrock	Dec. 15	5.00	9.50	9.00	8.50
December Gold	Dec. 15	2.75	5.20	4.95	4.65
Corsair	Dec. 18	5.00	9.50	9.00	8.50
Vibrant	Dec. 20	2.75	5.20	4.95	4.65
Sunrise	Dec. 24	5.00	9.50	9.00	8.50
Ivory Snow	Dec. 25	3.00	5.70	5.40	5.10
Yellow Snow	Dec. 25	2.50	4.75	4.50	4.25
Golden Anniversary	Dec. 25	3.50	6.65	6.30	5.95
Siren	Dec. 30	5.00	9.50	9.00	8.50
Yuleflame	Dec. 30	3.50	6.65	6.30	5.95

WHITE

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Pristine	Oct. 20	\$4.00	\$7.60	\$7.20	\$6.80
Minong	Oct. 20	2.50	4.75	4.50	4.25
Popcorn	Oct. 25	4.00	7.60	7.20	6.80
Pinocchio	Oct. 25	2.75	5.20	4.95	4.65
Songster	Oct. 25	5.00	9.50	9.00	8.50
Cottontop	Oct. 25	3.00	5.70	5.40	5.10
Arcadia	Oct. 28	2.75	5.20	4.95	4.65
Sea Gull	Nov. 1	2.75	5.20	4.95	4.65
White Doty	Nov. 1	2.75	5.20	4.95	4.65
Encore	Nov. 5	4.00	7.60	7.20	6.80
Rev. Bushnell	Nov. 8	3.00	5.70	5.40	5.10
Vesper	Nov. 10	2.75	5.20	4.95	4.65
Moonglow	Nov. 15	4.00	7.60	7.20	6.80
Illini Snowdrift	Nov. 15	4.00	7.60	7.20	6.80
Matchless	Nov. 15	2.75	5.20	4.95	4.65
Snowflurry	Nov. 20	5.00	9.50	9.00	8.50
Seafoam	Nov. 20	2.50	4.75	4.50	4.25
Highbrow	Nov. 20	5.00	9.50	9.00	8.50
Priscilla	Nov. 23	2.75	5.20	4.95	4.65
Illini Bountiful	Nov. 25	4.00	7.60	7.20	6.80
Crystal Beauty	Nov. 28	4.00	7.60	7.20	6.80
Amy	Nov. 28	4.00	7.60	7.20	6.80
Paramount	Nov. 28	5.00	9.50	9.00	8.50
Cordova	Nov. 30	2.75	5.20	4.95	4.65
Belray	Nov. 30	5.00	9.50	9.00	8.50

WHITE, Continued

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Cameo	Dec. 5	\$2.75	\$5.20	\$4.95	\$4.65
Spangles	Dec. 5	5.00	9.50	9.00	8.50
Silversmith	Dec. 10	4.00	7.60	7.20	6.80
Fortune	Dec. 10	5.00	9.50	9.00	8.50
Snowcrest	Dec. 12	4.00	7.60	7.20	6.80
Snowcap	Dec. 15	4.00	7.60	7.20	6.80
Heirloom	Dec. 20	5.00	9.50	9.00	8.50
Revelation	Dec. 25	2.25	4.25	4.00	3.80
Snow	Dec. 25	2.50	4.75	4.50	4.25

PINK

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Jewell	Oct. 15	\$3.00	\$5.70	\$5.40	\$5.10
Fashion	Oct. 15	5.00	9.50	9.00	8.50
Carolyn Yosick	Oct. 20	3.00	5.70	5.40	5.10
Mary McArthur	Oct. 25	3.50	6.65	6.30	5.95
Pink Dot	Oct. 25	2.75	5.20	4.95	4.65
Jessie	Oct. 25	2.75	5.20	4.95	4.65
Pink Sprite	Oct. 25	4.00	7.60	7.20	6.80
Dream Boat	Nov. 1	3.00	5.70	5.40	5.10
Lillian Doty	Nov. 1	2.75	5.20	4.95	4.65
Dark Bulkeley	Nov. 8	3.00	5.70	5.40	5.10
Thyra	Nov. 10	2.75	5.20	4.95	4.65
Masterpiece	Nov. 15	2.50	4.75	4.50	4.25
Taffeta	Nov. 15	5.00	9.50	9.00	8.50
Pinky	Nov. 20	5.00	9.50	9.00	8.50
Minuet	Nov. 25	2.75	5.20	4.95	4.65
Orchis	Nov. 28	4.00	7.60	7.20	6.80
Riviera	Dec. 10	2.75	5.20	4.95	4.65
Minstrel	Dec. 20	3.50	6.65	6.30	5.95
Defiance	Dec. 20	4.00	7.60	7.20	6.80
Medallion	Dec. 20	5.00	9.50	9.00	8.50

BRONZE AND RED

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Firebird	Oct. 25	\$2.50	\$4.75	\$4.50	\$4.25
Bronze Dot	Oct. 25	2.75	5.20	4.95	4.65
Firefly	Oct. 25	5.00	9.50	9.00	8.50
Sparkler	Oct. 25	4.00	7.60	7.20	6.80
Seneca	Nov. 1	3.00	5.70	5.40	5.10
Red Seneca	Nov. 1	4.00	7.60	7.20	6.80
Beauregard	Nov. 1	5.00	9.50	9.00	8.50
Butterscotch	Nov. 5	4.00	7.60	7.20	6.80
Cassandra	Nov. 5	2.75	5.20	4.95	4.65
Red Rust	Nov. 5	3.00	5.70	5.40	5.10
Rubicon	Nov. 5	4.00	7.60	7.20	6.80
Magician	Nov. 5	5.00	9.50	9.00	8.50
Samovar	Nov. 10	4.00	7.60	7.20	6.80
Navaho	Nov. 10	2.75	5.20	4.95	4.65
Chanticleer	Nov. 10	5.00	9.50	9.00	8.50
Chevron	Nov. 10	5.00	9.50	9.00	8.50
Bronze Thyra	Nov. 10	4.00	7.60	7.20	6.80
Gold Braid	Nov. 12	5.00	9.50	9.00	8.50
Bronze Masterpiece	Nov. 15	2.50	4.75	4.50	4.25
Dark Bronze Masterpiece	Nov. 15	4.00	7.60	7.20	6.80
Red Princeton	Nov. 15	3.00	5.70	5.40	5.10
Paragon	Nov. 15	5.00	9.50	9.00	8.50
Illini Honey	Nov. 17	4.00	7.60	7.20	6.80
Illini Redhead	Nov. 17	4.00	7.60	7.20	6.80
Illini Warrior	Nov. 20	4.00	7.60	7.20	6.80
Legal Tender	Nov. 20	2.50	4.75	4.50	4.25
Rusticon	Nov. 20	2.75	5.20	4.95	4.65
Thelma	Nov. 20	5.00	9.50	9.00	8.50
Bronze Goldsmith	Nov. 25	3.00	5.70	5.40	5.10
Bronze Minuet	Nov. 25	3.50	6.65	6.30	5.95
Hindustan	Nov. 28	3.50	6.65	6.30	5.95
Falcon	Dec. 1	5.00	9.50	9.00	8.50
Debonair	Dec. 10	2.75	5.20	4.95	4.65
Bronze Riviera	Dec. 10	4.00	7.60	7.20	6.80
Pageantry	Dec. 10	5.00	9.50	9.00	8.50
Bronze Minstrel	Dec. 20	4.00	7.60	7.20	6.80
Christmas Greeting	Dec. 20	5.00	9.50	9.00	8.50

Minimum Order 50 Cuttings of a Variety. See List on Page 8 for Quantity Prices

of Chrysanthemums 1951

ANEMONE-FLOWERED VARIETIES

YELLOW						PINK					
	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100		Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
*Yellow Shasta	Nov. 15	\$2.75	\$5.20	\$4.95	\$4.65	*Betty Rose	Oct. 25	\$3.00	\$5.70	\$5.40	\$5.10
Sunray	Nov. 15	2.50	4.75	4.50	4.25	*Tuxedo	Nov. 10	3.00	5.70	5.40	5.10
*Susanne Miller	Nov. 18	3.00	5.70	5.40	5.10	Linda Lou	Nov. 10	2.75	5.20	4.95	4.65
*Yellow L. I. Beauty	Nov. 20	4.00	7.60	7.20	6.80	Orchid Beauty	Nov. 15	2.75	5.20	4.95	4.65
Yellow Nevada	Nov. 20	3.00	5.70	5.40	5.10	*Norma	Nov. 18	3.00	5.70	5.40	5.10
*Yellow Supreme	Dec. 10	3.00	5.70	5.40	5.10	*Dark Pink Norma	Nov. 18	3.00	5.70	5.40	5.10
WHITE						*Pink L. I. Beauty	Nov. 20	4.00	7.60	7.20	6.80
*White Anemone	Nov. 5	\$3.00	\$5.70	\$5.40	\$5.10	Majorette	Nov. 25	5.00	9.50	9.00	8.50
*Little America	Nov. 10	2.25	4.25	4.00	3.80	*Beautiful Lady	Nov. 25	2.75	5.20	4.95	4.65
Felicity	Nov. 10	3.50	6.65	6.30	5.95	*Enchantress	Dec. 5	3.00	5.70	5.40	5.10
*Shasta	Nov. 15	2.75	5.20	4.95	4.65	*Dark Enchantress	Dec. 5	4.00	7.60	7.20	6.80
*White Norma	Nov. 18	3.00	5.70	5.40	5.10	*Dark Pink Supreme	Dec. 10	3.00	5.70	5.40	5.10
*Long Island Beauty	Nov. 20	2.50	4.75	4.50	4.25	RED					
Nevada	Nov. 20	2.75	5.20	4.95	4.65	*The Titan	Nov. 10	\$3.00	\$5.70	\$5.40	\$5.10
*White Supreme	Dec. 10	3.00	5.70	5.40	5.10	*Red Rolinda	Nov. 23	2.75	5.20	4.95	4.65
Garza	Dec. 15	2.75	5.20	4.95	4.65	*Responds to Disbudding.					
BRONZE											
*Bronze Tuxedo	Nov. 10	\$3.00	\$5.70	\$5.40	\$5.10						
Dazzler	Dec. 5	5.00	9.50	9.00	8.50						

SINGLE-DAISY TYPE VARIETIES

YELLOW						WHITE					
	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100		Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Starbright	Oct. 25	\$4.00	\$7.60	\$7.20	\$6.80	Halo	Nov. 5	\$5.00	\$9.50	\$9.00	\$8.50
Yellow Daisy	Nov. 1	3.00	5.70	5.40	5.10	Kolowa	Nov. 5	5.00	9.50	9.00	8.50
Sch. Yellow Daisy	Nov. 1	4.00	7.60	7.20	6.80	White Mensa	Nov. 10	2.75	5.20	4.95	4.65
*Mason's Yellow	Nov. 10	3.00	5.70	5.40	5.10	*White Valencia	Nov. 28	4.00	7.60	7.20	6.80
Golden Mensa	Nov. 10	2.75	5.20	4.95	4.65	Yukon	Dec. 10	2.50	4.75	4.50	4.25
Bojangles	Nov. 20	5.00	9.50	9.00	8.50	BRONZE					
Champagne	Nov. 25	4.00	7.60	7.20	6.80	Buckskin	Oct. 25	\$5.00	\$9.50	\$9.00	\$8.50
*Golden Jane	Nov. 28	2.75	5.20	4.95	4.65	Sylvanna	Nov. 10	2.75	5.20	4.95	4.65
Cinderella	Dec. 5	4.00	7.60	7.20	6.80	Bourbon	Nov. 20	4.00	7.60	7.20	6.80
Goldtone	Dec. 5	5.00	9.50	9.00	8.50	Mrs. Dewey	Nov. 20	5.00	9.50	9.00	8.50
Challenge	Dec. 15	5.00	9.50	9.00	8.50	Carousel	Nov. 22	5.00	9.50	9.00	8.50
PINK						Indian Head	Nov. 28	5.00	9.50	9.00	8.50
Reward	Oct. 25	\$5.00	\$9.50	\$9.00	\$8.50	*Apricot Valencia	Nov. 28	2.75	5.20	4.95	4.65
October Pink	Oct. 28	3.00	5.70	5.40	5.10	*Crimson Valencia	Nov. 28	4.00	7.60	7.20	6.80
Ballerina	Nov. 1	4.00	7.60	7.20	6.80	Mahogany Viking	Dec. 1	3.00	5.70	5.40	5.10
Brocade	Nov. 15	2.50	4.75	4.50	4.25	Galaxy	Dec. 5	4.00	7.60	7.20	6.80
Soprano	Nov. 15	4.00	7.60	7.20	6.80	RED					
*Dark Valencia	Nov. 28	2.75	5.20	4.95	4.65	Red Daisy	Nov. 5	\$3.00	\$5.70	\$5.40	\$5.10
*Valencia	Nov. 28	2.75	5.20	4.95	4.65	Bittersweet	Nov. 5	2.75	5.20	4.95	4.65
Coronet	Dec. 10	5.00	9.50	9.00	8.50	*Mason's Red	Nov. 10	3.00	5.70	5.40	5.10
Debutante	Dec. 10	5.00	9.50	9.00	8.50	Carnelia	Nov. 20	3.00	5.70	5.40	5.10
Rosalind	Dec. 20	2.50	4.75	4.50	4.25	Festival	Nov. 25	4.00	7.60	7.20	6.80
						Holiday	Dec. 15	4.00	7.60	7.20	6.80
						Sarong	Dec. 15	3.00	5.70	5.40	5.10
						Claret	Dec. 20	5.00	9.50	9.00	8.50
						Christmas Star	Dec. 20	3.50	6.65	6.30	5.95
						Merrymaker	Dec. 20	4.00	7.60	7.20	6.80
						*Responds to Disbudding.					

Minimum Order 50 Cuttings of a Variety. See List on Page 8 for Quantity Prices

New Introductions

STANDARDS

YELLOW

JAMBOREE. Nov. 10. Best described as a Golden Yellow Mefo. Responds with Mefo in the shading program. Large flower. Does not shatter.

WHITE

SNOWLINE. Dec. 10. A large showy white flower. A December Mum that's easy to do. Does well in average greenhouse conditions.

BRONZE

COPPERHEAD. Nov. 10. A large coppery bronze decorative. While it is very satisfactory grown as disbudded sprays, it is best when disbudded to a single flower. Also excellent for pot culture. For May and June as well as September through November.

OAKDALE. Nov. 10. A buff-bronze Mum. Best in natural season. Color an interesting variation from that of Indianapolis Bronze.

PINK

SUGAR PLUM. Nov. 1. A hard pink Mum. Improves the size and substance of J. W. Prince.

MARY GARDEN. Nov. 5. A pink spider. An interesting new addition to this increasingly popular class of novelties.

WHITE POMPONS

SONGSTER. Oct. 25. An intermediate white pompon. Withstands heat well. A good variety for June, July and August flowering. More productive and higher quality flower than Pristine.

SNOWFLURRY. Nov. 20. A small white button pompon. Larger than Pinocchio. A very promising variety for October through March. 80-day response.

HIGHBROW. Nov. 20. An ivory-white decorative, similar to Cameo. Season, November through February. 80-day response.

PARAMOUNT. Nov. 28. Intermediate white pompon. Larger than Priscilla. Sunnyside growth with good response. Freer and sturdier growth than Cordova. Tolerates a wide temperature range. For October through March flowering. 86-day response.

BELRAY. Nov. 30. Large white pompon. Tall grower. One of the best large whites for March 15 to June 15 flowering. 86-day response.

SPANGLES. Dec. 5. Small white pompon. Best described as a late white Sunnyside, which it resembles in both flower form and growth habit.

FORTUNE. Dec. 10. A formal white pompon. Omega growth and production. Freer than Snowcap. Achieves a new standard for high quality in white pompons for October 15 to March 15. 90-day response.

HEIRLOOM. Dec. 20. A white decorative. Form resembles that of Debonair. A quality pompon for December through February. 96-day response.

YELLOW POMPONS

CRESCENDO. Nov. 5. A beautiful large yellow pompon. An outstanding variety for the high temperature period from May 15 to September 15. A very tall-growing variety. Has a 76-day response to short day treatment but requires 10 less long days for growth than is generally recommended for this group.

KLONDIKE. Nov. 20. An orange-yellow pompon. Best described as an intense orange-yellow Masterpiece. Useful in natural sprays, disbudded sprays, or small disbuds. Outstanding in April, May and June; also October through December. 80-day response.

LOLLIPOP. Nov. 20. A lemon-yellow pompon. Very formal, round and hard. Has a long season of usefulness, fast response and good production. A good variety for every week of the year. 76-day response.

NOSEGAY. Dec. 1. Small yellow pompon. Lively, durable, grows and produces like Omega. Can be flowered from September 15 to April 15. 80-day response.

SYMMETRY. Dec. 5. Intermediate yellow pompon. Short, stocky growth. Perfect form. Does not shatter. Best for flowering in natural season.

BRANDYWINE. Dec. 5. A deep orange-yellow decorative. Excellent growth habit similar to that of Yuleflame. Season December through February. 86-day response.

SEQUIN. Dec. 15. Small yellow pompon. A late Pixie. Superior to Golden Anniversary in response and growth habit. Hard, round and durable.

SHAMROCK. Dec. 15. Large yellow decorative. A large yellow Silversmith. Heavy Yuleflame growth and production. November through February flowering. 96-day response.

CORSAIR. Dec. 18. Large yellow pompon. Outstanding for quality, vigor and production. A "best" for October 15 to March 15 in yellow pompons. 96-day response.

SUNRISE. Dec. 24. A yellow pompon best described as a late Gold Coast. Sunrise is not sensitive to low night temperatures. A better growth habit than either Yellow Snow or Golden Anniversary.

SIREN. Dec. 30. A yellow decorative. Smaller than Vibrant but very similar to it and flowers later. Tolerates low night temperatures.

YELLOW SINGLE

BOJANGLES. Nov. 20. Yellow daisy. Intense color, heavy petalage. Brighter, livelier and earlier than Champagne or Cinderella. November through March. 76-day response.

GOLDTONE. Dec. 5. A heavy-petaled yellow single. Best described as a yellow Christmas Star. A good variety for flowering October 15 to March 15. Tolerates wide temperature range. 86-day response.

CHALLENGE. Dec. 15. Intermediate yellow single. Better than Sunkist in color and production. Stocky growth habit. December 15 to March 15 growing season. 86-day response.

New Introductions

WHITE SINGLE

HALO. Nov. 5. White daisy for cloth house. The most productive early white daisy. For best results the time between pinch and shade should not exceed 28 days. 66-day response.

KOLOWA. Nov. 5. White single similar to White Mensa. Excellent for shading. Better growth and response than that of Mensa. Best grown in sprays.

PINK—POMPON

TAFFETA. Nov. 15. A deep pink decorative for September 15 to Thanksgiving. Also good from April 15 to June 15. 76-day response.

PINKY. Nov. 20. Intermediate pink decorative. Very high producer. It responds more rapidly than Minstrel. Excellent October through March. 86-day response.

MEDALLION. Dec. 20. Intermediate pink pompon. A decorative similar to Riviera with a superior growth habit. A good pink for flowering November through February. 96-day response.

PINK—SINGLE

REWARD. Oct. 25. A very productive deep pink daisy that holds color in July and August. Easily the outstanding early pink daisy for June 15 to September 15 flowering. 60-day response.

DEBUTANTE. Dec. 10. Large pink single with color similar to that of Valencia. Grows shorter and produces better than Rosalind. Best at lower temperatures, therefore easier to grow than the Valencias. Good through November, December, January and February. 90-day response.

CORONET. Dec. 10. Intermediate dark pink single. Extremely attractive form, wide petals and small eye. Does not require 60° night temperature for bud set.

PINK—ANEMONE

MAJORETTE. Nov. 25. A small pink anemone. Short, compact growth. Lively color and good form. An ideal pot plant. Fine for cutting during April, May and June, as well as September 15 through November. 80-day response.

BRONZE—POMPON

BEAUREGARD. Nov. 1. A reddish orange pompon. Somewhat similar to Seneca but holds its color better. A very versatile variety that produces good flowers every month of the year. 76-day response.

MAGICIAN. Nov. 5. A large bronze pompon for September 15 to early November. Flower about the size of well-grown, partially disbudded Masterpiece. Color is superb under artificial light.

CHANTICLEER. Nov. 10. A large, reddish bronze pompon for September, October and early November flowering. Another interesting bronze for the autumn season.

BRONZE POMPON, Continued

GOLD BRAID. Nov. 12. A beautiful two-tone bronze pompon. Fine in May and June, and also from September 15 to November 15. 76-day response.

FALCON. Dec. 1. Intermediate reddish bronze pompon. An improved Rusticon. Flowers easily October 15 to March 15. 86-day response.

BRONZE—SINGLE

BUCKSKIN. Oct. 25. A tawny bronze daisy. Easily replaces California Bronze Daisy in the early cloth-house program. Production is outstanding. 60-day response.

MRS. DEWEY. Nov. 20. A heavy-petaled deep bronze single for Thanksgiving.

CAROUSEL. Nov. 22. Coral-bronze daisy. Wide petals, excellent form and substance. Does well under low night temperatures.

INDIAN HEAD. Nov. 28. A reddish apricot-bronze single. Good wide petalage. Ranks with Apricot Valencia as an outstanding bronze daisy. It is more versatile than the Valencias—a freer growth habit. A long flowering season—September 15 through April. 80-day response.

BRONZE—ANEMONE

DAZZLER. Dec. 5. Coppery bronze partial anemone type. Seedling of Yellow Valencia x Crimson Glow. Strong-growing variety and a color that blends well.

RED—POMPON

FIREFLY. Oct. 25. A Nipponicum seedling. Fine for cloth house. An early red pompon that holds its color exceptionally well.

CHEVRON. Nov. 10. An intense red pompon. Resembles a red Cassandra, with a better spray formation and more decorative form. Holds color better than Red Rust or Seneca and is being used in flowering programs from May 15 to early November. 76-day response.

PARAGON. Nov. 15. A large red pompon. Heavy producer. A red Masterpiece with good flower substance. September 1 to November 20. 76-day response.

THELMA. Nov. 20. Very brilliant orange-scarlet pompon. Excellent September 25 to Christmas. A beautiful red that never loses its brilliance. 80-day response.

PAGEENTRY. Dec. 10. A red pompon. Best described as a red Snow. Needs low temperatures. Suited for December flowering only.

CHRISTMAS GREETING. Dec. 20. Large red decorative. The one red pompon for Christmas with good production. It has a place in the flowering program from November 15 to February 15. 96-day response.

RED—SINGLE

CLARET. Dec. 20. A brilliant red daisy for Christmas. Short, stocky growth. Requires minimum of 55° night temperature for best development. Its color makes it an outstanding Christmas pot plant.

Preliminary Offering

POT PLANT VARIETIES

YELLOW						BRONZE AND RED, Continued					
	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100		Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Gold Lode	Oct. 15	\$2.50	\$4.75	\$4.50	\$4.25	Gypsy	Nov. 15	2.75	5.20	4.95	4.65
Mrs. H. E. Kidder	Oct. 20	2.50	4.75	4.50	4.25	Legal Tender	Nov. 20	2.50	4.75	4.50	4.25
Smith's Superlative	Oct. 25	3.00	5.70	5.40	5.10	Red Rolinda	Nov. 23	2.75	5.20	4.95	4.65
Yellow Bergen	Oct. 25	3.00	5.70	5.40	5.10	Claret	Dec. 20	5.00	9.50	9.00	8.50
Blazing Gold	Oct. 25	3.00	5.70	5.40	5.10	WHITE					
Sunglow	Oct. 25	2.75	5.20	4.95	4.65	Granite State	Oct. 25	\$2.75	\$5.20	\$4.95	\$4.65
Golden Glory	Nov. 1	3.00	5.70	5.40	5.10	Queen's Lace	Nov. 1	4.00	7.60	7.20	6.80
Yellow Lace	Nov. 1	4.00	7.60	7.20	6.80	Indianapolis White	Nov. 8	2.75	5.20	4.95	4.65
Yellow Izola	Nov. 1	2.50	4.75	4.50	4.25	Richard Mandel	Nov. 10	2.75	5.20	4.95	4.65
Indianapolis Yellow	Nov. 8	2.75	5.20	4.95	4.65	Little America	Nov. 10	2.25	4.25	4.00	3.80
Yellow Beauty	Nov. 10	3.00	5.70	5.40	5.10	Marketeer	Nov. 18	2.75	5.20	4.95	4.65
Honey Dew	Nov. 15	3.00	5.70	5.40	5.10	Long Island Beauty	Nov. 20	2.50	4.75	4.50	4.25
Bonnaffon Deluxe	Nov. 20	2.50	4.75	4.50	4.25	White Frick	Nov. 25	2.75	5.20	4.95	4.65
Friendly Rival	Nov. 20	2.75	5.20	4.95	4.65	Margaret Moeller	Dec. 5	2.75	5.20	4.95	4.65
Marie De Petris	Nov. 23	2.75	5.20	4.95	4.65	PINK					
Sungold	Nov. 25	2.75	5.20	4.95	4.65	Izola	Nov. 1	\$2.50	\$4.75	\$4.50	\$4.25
BRONZE AND RED						J. W. Prince	Nov. 5	2.75	5.20	4.95	4.65
Hilda Bergen	Oct. 25	\$3.00	\$5.70	\$5.40	\$5.10	Indianapolis Pink	Nov. 8	2.75	5.20	4.95	4.65
Glitters	Oct. 28	3.00	5.70	5.40	5.10	Thyra	Nov. 10	2.75	5.20	4.95	4.65
Apricot Queen	Nov. 1	3.00	5.70	5.40	5.10	Queen of Pinks	Nov. 10	2.75	5.20	4.95	4.65
Indianapolis Bronze	Nov. 8	2.75	5.20	4.95	4.65	Masterpiece	Nov. 15	2.50	4.75	4.50	4.25
Copperhead	Nov. 10	5.00	9.50	9.00	8.50	Helen Frick	Nov. 25	2.75	5.20	4.95	4.65
Dark Bronze Masterpiece	Nov. 15	4.00	7.60	7.20	6.80	Beautiful Lady	Nov. 25	2.75	5.20	4.95	4.65
						Majorette	Nov. 25	5.00	9.50	9.00	8.50

HARDY OR GARDEN VARIETIES

Symbols—(L) Large; (D) Decorative; (P) Pompon; (S) Single; (B) Button

YELLOW						PINK, Continued					
Type	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100	Type	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Honeycomb. (P)	Sept. 25	\$3.00	\$5.70	\$5.40	\$5.10	Adagio (P)	Oct. 10	5.00	9.50	9.00	8.50
Chas. Nye (LP)	Oct. 5	3.00	5.70	5.40	5.10	Argonne (D)	Oct. 10	4.00	7.60	7.20	6.80
Polaris (S)	Oct. 5	5.00	9.50	9.00	8.50	Joybringer (D)	Oct. 10	5.00	9.50	9.00	8.50
Goldrush (S)	Oct. 10	5.00	9.50	9.00	8.50	Sweetheart (S)	Oct. 10	5.00	9.50	9.00	8.50
James Stewart (P)	Oct. 10	5.00	9.50	9.00	8.50	Serenade (S)	Oct. 10	5.00	9.50	9.00	8.50
Goldleaf (D)	Oct. 10	5.00	9.50	9.00	8.50	Salute (S)	Oct. 15	5.00	9.50	9.00	8.50
Bright Forecast (P)	Oct. 10	5.00	9.50	9.00	8.50	Fashion (D)	Oct. 15	5.00	9.50	9.00	8.50
Lemonade (D)	Oct. 15	5.00	9.50	9.00	8.50	Allegro (P)	Oct. 15	3.00	5.70	5.40	5.10
Sweepstake (B)	Oct. 15	5.00	9.50	9.00	8.50	Jewell (B)	Oct. 15	3.00	5.70	5.40	5.10
WHITE						BRONZE AND RED					
White Wonder (P)	Sept. 25	\$3.00	\$5.70	\$5.40	\$5.10	Early Bronze (B)	Sept. 25	\$3.00	\$5.70	\$5.40	\$5.10
Serenity (S)	Sept. 25	3.00	5.70	5.40	5.10	Marionette (P)	Sept. 25	5.00	9.50	9.00	8.50
Chris. Columbus (LP)	Oct. 1	3.00	5.70	5.40	5.10	Mona (P)	Oct. 5	5.00	9.50	9.00	8.50
Avalanche (LD)	Oct. 5	3.00	5.70	5.40	5.10	Red Velvet (LD)	Oct. 10	3.00	5.70	5.40	5.10
Monogram (S)	Oct. 5	5.00	9.50	9.00	8.50	Aviator (P)	Oct. 10	3.00	5.70	5.40	5.10
Renown (S)	Oct. 10	5.00	9.50	9.00	8.50	Bamboo (S)	Oct. 10	5.00	9.50	9.00	8.50
Maestro (P)	Oct. 10	5.00	9.50	9.00	8.50	Calico (S)	Oct. 10	5.00	9.50	9.00	8.50
Classic (P)	Oct. 10	5.00	9.50	9.00	8.50	Carmine Queen (L)	Oct. 10	5.00	9.50	9.00	8.50
Silverplate (D)	Oct. 15	5.00	9.50	9.00	8.50	Fireside (D)	Oct. 10	5.00	9.50	9.00	8.50
Minong (P)	Oct. 20	2.50	4.75	4.50	4.25	Robinhue (D)	Oct. 15	5.00	9.50	9.00	8.50
PINK						Witchery (D)	Oct. 15	5.00	9.50	9.00	8.50
Early Wonder (P)	Sept. 25	\$3.00	\$5.70	\$5.40	\$5.10	Nokomis (D)	Oct. 15	5.00	9.50	9.00	8.50
Spellbound (D)	Sept. 25	3.00	5.70	5.40	5.10	Nocturne (P)	Oct. 15	5.00	9.50	9.00	8.50
						Carmelita (LD)	Oct. 15	5.00	9.50	9.00	8.50
						Bokhara (D)	Oct. 15	4.00	7.60	7.20	6.80

Minimum Order 50 Cuttings of a Variety. See List on Page 8 for Quantity Prices

of Chrysanthemums 1951

NEW INTRODUCTIONS—HARDY VARIETIES

MARIONETTE. Sept. 25. A small rust-red pompon about 1½ inches in diameter. Very formal type. Strong plant. Grows to about 25 inches in height. Good cut-flower variety. Holds well.

MONA. Oct. 5. Very hard, intermediate bronze pompon. Bushy, compact grower. A variety for border and pot culture.

MONOGRAM. Oct. 5. Pure white daisy approximately 2½ inches in diameter. Compact growth habit. Excellent for gardens and pot culture.

POLARIS. Oct. 5. An early yellow daisy. A new Arctic hybrid. Fine for cutting in garden or greenhouse.

SWEETHEART. Oct. 10. Light lavender-pink daisy. Grows to height of about 3 feet. Fine for cutting and holds well.

RENOWN. Oct. 10. White daisy. Larger flower, improved form and better keeper than Serenity. For gardens and pot culture.

SERENADE. Oct. 10. Magenta-pink daisy. Strong, upright, 3-foot stems. A fine cut-flower variety.

JAMES STEWART. Oct. 10. Apricot-gold pompon. Important for cloth house and early greenhouse flowering. Holds well.

JOYBRINGER. Oct. 10. Salmon-rose decorative. Dwarf, compact and spreading habit. Desirable for borders and pot culture.

GOLDLEAF. Oct. 10. A bright yellow decorative. Grows over 2 feet in height. Similar to Chas. Nye, but with superior growth habit.

FIRESIDE. Oct. 10. Burnt-orange and salmon decorative. Attains a height of 30 inches or more. Foliage very resistant. High producer. Fine cut flowers.

GOLDRUSH. Oct. 10. Yellow daisy. Vigorous 3-foot growth. Resistant foliage. Good cut-flower production.

CARMINE QUEEN. Oct. 10. Brilliant carmine-red pompon. Hard flower. For cut flowers in the garden or greenhouse. A beautiful red. One of the few varieties that retains full brilliance to maturity.

CALICO. Oct. 10. Coral-bronze daisy. Strong, tall plant. A fine flower for cutting.

BRIGHT FORECAST. Oct. 10. Very formal yellow pompon. Outstanding flower quality. Somewhat similar to Gold Coast. Equal to greenhouse varieties in quality.

CLASSIC. Oct. 10. Small white semi-formal pompon. The flower quality is outstanding and compares well with that of the better greenhouse varieties.

MAESTRO. Oct. 10. White pompon. Dwarf, compact, 18-inch growth. Spreads well and is excellent for borders and pot plants.

ADAGIO. Oct. 10. A brilliant raspberry coppery rose pompon. Useful for cut-flower purposes in the garden and early cloth house. Similar in type to Mary McArthur, with more brilliant coloring.

BAMBOO. Oct. 10. A buff-bronze daisy 2½ inches in diameter. Vigorous 30-inch growth. Flower quality equal to that of greenhouse varieties. Fine keeper.

FASHION. Oct. 15. A new pink semi-double decorative. A two-tone salmon and rosewood-pink. An important cut-flower variety.

LEMONADE. Oct. 15. Ivory-yellow decorative. A "must" in the list of early cut-flower varieties. Outstanding because it's different.

WITCHERY. Oct. 15. A golden bronze decorative. Compact 2-foot growth. For border and cut flowers. A fine keeper.

CARMELITA. Oct. 15. Orange-apricot decorative. Fine cut-flower variety for the garden.

SWEEPSTAKE. Oct. 15. A small formal yellow pompon. A cut-flower variety with production, flower substance and durable foliage.

NOCTURNE. Oct. 15. An early crimson cut-flower variety for field or greenhouse. A good hard pompon.

NOKOMIS. Oct. 15. Large bronze decorative. Another outstanding De Petris introduction.

SILVERPLATE. Oct. 15. A white decorative. Vigorous and productive outdoor cut-flower variety.

SALUTE. Oct. 15. Deep orchid daisy. A cut-flower variety. Beautiful form and substance.

ROBINHUE. Oct. 15. A very double, large red decorative. A top-notch cut-flower variety in every respect.

A more complete list of Hardy or Garden Varieties is available. Please write for it if you are interested in this class of Chrysanthemums.

Reserve at once all varieties you will require to receive preference at shipping time and to be certain to get the varieties desired. State exact dates you want them shipped.

ODD FLOWERED SPIDER TYPES

	Flowering Date	50 per 50	100-250 per 100	300-450 per 100	500-950 per 100
Lorraine. Yellow.....	Nov. 1	\$4.00	\$7.60	\$7.20	\$6.80
Yellow Lace. Yellow...	Nov. 1	4.00	7.60	7.20	6.80
Queen's Lace. White..	Nov. 1	4.00	7.60	7.20	6.80
WhiteRayonnante.White	Nov. 5	3.00	5.70	5.40	5.10
Mary Garden. Pink...	Nov. 5	5.00	9.50	9.00	8.50
Mamaru. Bronze.....	Nov. 5	2.75	5.20	4.95	4.65

PRICE TABLE

Use this table to determine the price of 1000 or more cuttings of a variety for any one specific delivery date.

50 per 50	100-250 per 100	300-450 per 100	500-950 per 100	1000-2450 per 100	2500 up per 100
\$2.25	\$4.25	\$4.00	\$3.80	\$3.60	\$3.35
2.50	4.75	4.50	4.25	4.00	3.75
2.75	5.20	4.95	4.65	4.40	4.15
3.00	5.70	5.40	5.10	4.80	4.50
3.50	6.65	6.30	5.95	5.60	5.25
4.00	7.60	7.20	6.80	6.40	6.00
5.00	9.50	9.00	9.50	8.00	7.50

Be sure to check your copy
of the 1951
CHRYSANTHEMUM MANUAL
(which will follow shortly)

Fred C.
Gloeckner
&
Company,
Incorporated

for full descriptions of varieties and latest complete cultural information.